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Dresses and Related Apparel (Women's, Misses' and Juniors')

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DRESSES & RELATED APPAREL
(WOMEN'S, MISSES' & JUNIORS')

MARKET TRENDS

The U.S. dress industry has encountered a number of problems in the past 20 years, some shared by other apparel industries and others rather special. Included among the latter was the change in buyng habits in the 1960's and early 1970's, when many women switched to wearing pants instead of dresses. This affected the housedress, or dozen-price dress segment of the industry, which has virtually disappeared. Many dress manufacturers expanded their offerings to include "pants dresses".

The 1981-1982 recession brought more problems, as women replenished their wardrobes with separates which were less expensive and provided an opportunity for a greater variety of looks. The growing emphasis on a very casual life-style continued to weaken the market for dresses. U.S. dress production declined every year after 1979. By 1985 it was 34% below the 1979 level, and 42% lower than production in 1972.

Besides changes in consumer buying habits the U.S. dress industry has faced competition from soaring imports. Especially from countries with lower labor costs such as China, Taiwan, Hong Kong, South Korea and the Philippines. In 1983, the quantity of dresses imported into the U.S. -- including women's and children's -- jumped 48%. The value of imports (not including shipping charges, insurance, duty, etc.) went up 60%. In 1984, imports increased 26% in quantity and 42% in value compared with 1983.

The rapid growth in imports slowed in 1985, with quantity up 18%, value gaining 27% compared with 1984. Nevertheless, imports' share of the domestic dress market (in quantity) reached a record high in 1985, estimated by the US. International Trade Commission at 19%, up a third over the 1983 share. Some import curbs are being put in place.

Some U.S. producers of dresses and apparel are attempting to compete with imports by shifting production to the Caribbean under the Item 807 program in the Tariff regulations. This allows manufacturers to cut garments in the U.S., ship the pieces to be sewn overseas, then shipped back as finished products. Duty is paid only on the value added overseas, and the lower labor costs prevailing abroad still give U.S. manufacturers a competitive edge. However, other manufacturers and retailers are sourcing finished garments overseas, and shopping all markets to get the best buys.

Due to the growth in the labor force, interest in dresses has revived particularly with the number of women who are in managerial positions. Dresses have become important for office and social occasions. The industry has stepped up efforts to meet the needs of this market with a great variety of fashions and fabrications. Sportswear vendors, aware of the strengthening market are expanding their lines to include dresses. Among these vendors is Liz Claiborne, reported to be doing better than $90 million in dresses, as well as Leslie Fay and Espirit.

An exact figure on the annual retail value of the U.S. women's dress market is not available. However, it is roughly estimated at $10 billion to $15 billion.

Fall 1986 reorder business on dresses was reported to be stymied by high retail inventories, particularly in private label merchandise. However, in looking ahead to the more important spring market for dresses, most resources were reported to be planning on double-digit sales gains.

Dresses continue to represent an important fashion trend. Change sells, and the shift to longer fuller skirts is bringing a change of silhouette. Two-piece looks are performing well at retail, and are expected to remain strong.

AT THE MANUFACTURER LEVEL

GENERAL INDUSTRY STATISTICS

The value of all products shipped by the U.S. dress industry including dresses, as well as secondary products, plus receipts for contract work and miscellaneous income amounted to an estimated $5.1 billion in 1985. The latest figure issued by the U.S. Department of Commerce, Bureau of the Census, placed the 1984 total at $4,996 million, which was 2.8% over the 1983 total, valued in current dollars. The value of dress industry shipments, and other receipts in 1984 gained 5.1% compared with 1982.

The International Trade Administration has compiled information on the value of dress industry shipments on a constant dollar basis, eliminating the effects of inflation. In 1972 dollars, the value of dress industry shipments declined at a compound annual rate of -2.8% from 1977 to 1982. Reported below are trends in measured terms of the 1982 dollar, which the ITA now uses as a base.

Women's, Misses' & Juniors' Dress Industry Shipments, 1982-1985
(Value in 1982 dollars)

Millions of Dollars				Percent Change		
1985(e)	1984(e)	1983	1982	1985/84	1984/83	1983/82
$4,486	$4,771	$4,764	$4,623	- 6.0	+ 0.2	+ 3.0

(e) estimated
* compiled before 1985 Census Bureau figures were released.

Source: U.S. Department of Commerce
International Trade Administration:
1986 U.S. Industrial Outlook

GENERAL INDUSTRY STATISTICS

A complete census of all manufacturers in the U.S. which have one or more paid employees is compiled every five years by the Bureau of the Census. The latest census covers operations in the year 1982. In intercensal periods, the Bureau compiles annual surveys of manufactures to develop estimates on key measurements of manufacturing activity, comparable to census of manufactures data.

Womens', Misses' & Juniors' Dress Industry (SIC 2335*)

	1984	1983	1982	1977	% Change 1984/1982
Number of companies	na	na	5,489	5,924	na
Number of establishments, total**	na	4,395#	5,627	6,112	na
Employees, total (thous.)	124.3	139.5	137.9	168.6	- 9.9%
Production workers (thous.)	107.0	121.7	120.0	146.8	-10.8
Payroll (mil. $)	$1,253.3	$1,543.0	$1,268.3	$1,153.4	- 1.2
Value added by manufacture (mil. $)***	2,640.8	2,548.3	2,413.2	2,152.3	+ 9.4
Value of industry shipments (mil. $)##	4,995.9	4,858.9	4,623.3	4,047.5	+ 8.1
Capital expenditures, new (mil. $)	52.8	34.8	68.1	43.9	-22.5
Machinery and equipment (mil. $)	na	na	57.6	na	na

na not available

* SIC (Standard Industrial Classification) 2335 covers cut-and-sew shops primarily engaged in manufacturing women's, misses', and juniors' dresses, ensemble dresses and pants dresses. It also includes manufacturers of dresses which are cut and sewed from purchased knit fabric. Dresses made in knitting mills valued at $15.1 million in 1982, $78.6 million in 1977 are not included.

** Covers manufacturing establishments (plants) with each location being separately counted. Separate auxiliary locations serving the plants (i.e., administration offices, sales offices, etc.) are not included. The dress industry data includes 2,105 regular, or inside factory operations. Plus, 644 jobbers and 2,877 contractors. The functions of a jobber involve buying raw materials and marketing the finished product, but the actual processing of the product is done on contract in an outside factory. The function of of a contractor is to make products in his establishment to defined specifications from materials owned by others. Unlike manufacturers and jobbers, the contractor is not involved in the actual sale of finished goods.

*** Value added by manufacture is derived by subtracting the cost of products bought for resale without further manufacture, the cost of piece goods, other materials, contract work, etc., from the value of shipments with adjustments for finished product inventories. It avoids the duplication in value of production which results from the use of products of some manufacturing establishments as materials by others. It is for most purposes the best value measure of individual industries.

\# Covers establishments with paid employees only, as reported in County Business Patterns.

(footnotes continued)

** Value of dress industry shipments includes receipts for contract work, all items made by or for each establishment from materials owned by it, and also miscellaneous receipts. It includes both primary and secondary products made in the industry. Figures on shipments of dresses by all producers, including those classified in other industries, ar shown in the section on PRODUCT SHIPMENTS.

Source: U.S. Bureau of the Census:
1982 Census of Manufactures,
MC82-1-23B, M82-S-1

Annual Survey of Manufactures, 1983, 1984

Industry Concentration

The dress industry is composed primarly of small companies, most of which (97% of the 1982 total) operate only one plant. These single-plant companies accounted for about 72% of industry shipments. The 50 largest companies had only a 28% share of shipments in 1982 -- the same as in 1977 and 1972.

Single and Multiunit Companies' Share of the Dress Industry, 1984

	No. of Companies	Plants No.	Plants %	Employees Thous.	Employees %	Value of Industry Shipments Thous. $	Value of Industry Shipments %
Total	5,489	5,627	100.0%	137.9	100.0%	$2,413.2	100.0%
Multiunit companies	164	302	5.4	28.2	20.4	679.5	28.2
Singleunit companies	5,325	5,325	94.6	109.7	79.6	1,733.7	71.8

Source: U.S. Bureau of the Census, 1982 Census of Manufactures:
Type of Organization, Subject Series MC82-S-5

Women's & Misses' Dresses
Share of Value of Industry Shipments Accounted for By The Largest Companies

	No. of Companies	Total (mil. $)	Value of Industry Shipments* Percent accounted for by largest companies: 4 largest	8 largest	20 largest	50 largest
1982	5,489	$4,623.3	6%	10%	17%	28%
1977	6,753	4,188.6	8	12	19	28
1972	5,295	3,580.0	9	13	18	28

* For an explanation of terms see page 3.

Source: U.S. Bureau of the Census
1982 Census of Manufactures:
Concentration Ratios in Manufacturing (MC82-S-7)

GENERAL INDUSTRY STATISTICS

Industry Concentration

About half of the dress industry shipments in 1982 were accounted for by plants with under 50 employees, but these plants represented 88% of all plants classified in the industry. The 218 plants which had 100 or more employees (3.9% of the total) accounted for 28% of the total value of dress industry shipments according to the census of manufactures. At the other end of the scale, the 3,572 plants (63.4% of the total) which had fewer than 20 employees accounted for only 21% of the value of shipments.

Concentration by Employment Size, 1982

	Establishments		Value added by Manufactures *		Industry Shipments*	
	Number	%	(Mil. $)	%	Mil. $	%
Women's & misses' dress industry --	5,627	100.0%	$2,413.2	100.0%	$4,623.3	100.0%
By establishment (plant) size:						
Under 20 employees	3,572	63.4	478.0	19.8	972.5	21.0
20 - 49 employees	1,360	24.2	718.2	29.8	1,395.5	30.2
50 - 99 employees	477	8.5	523.8	21.7	961.0	20.8
100 or more employees	218	3.9	693.2	28.7	1,294.3	28.0

* For an explanation of terms, see page 3.

Source: U.S. Bureau of the Census 1982 Census of Manufactures MC82-1-23B

Over half of the plants classified in the dress industry are operated by contractors. A good share of them are small sewing shops, operating in lofts or small quarters with non-unionized employees. An increasing extent of this work is being taken over by Asians and Latin Americans. Many Koreans are opening factories in the garment industry, investing in new technology but working long hours with few workers until they become established.

Employment Size of Plants in the Women's Dress Industry
By Type of Operation

	Manufactures		Jobbers		Contractors	
	Number	%	Number	%	Number	%
Plants, total	2,105	100.0	644	100.0	2,877	100.0
Number of employees:						
1 - 19	1,676	79.6	437	67.8	1,459	50.7
20 - 99	384	18.2	184	28.6	1,269	44.1
100 or more	45	2.2	23	3.6	149	5.2

Source: U.S. Bureau of the Census
1982 Census of Manufactures MC82-1-23B

GENERAL INDUSTRY STATISTICS

Industry Concentration (continued)

In addition to the 1982 census of manufactures information covered above, the Bureau issues annual figures on the number of establishments (plants) by employment size. The latest available report covers the year 1983. This report indicated a decline of almost 22% in the number of plants classified in the industry with most of the fallout among plants with fewer than 20 employees.

Number of Women's Dress Manufacturing Establishments
By Employment Size, 1983

	Establishments	
	Number	% of total
Women's & misses dresses (SIC 2335)	4,395	100.0%
By establishment size:		
Under 20 employees	2,440	55.5
20 - 49 employees	1,260	28.7
50 - 99 employees	469	10.7
100 or more employees	226	5.1

Source: U.S. Bureau of the Census
County Business Patterns 1983

EMPLOYMENT & EARNINGS

From an annual average of 211,600 employees in 1972, dress industry employment dwindled to an average of only 96,000 in 1985, and the 1986 average is expected to be lower. The number of plants classified in the U.S. dress industry dropped from 5,295 in 1972 to 4,395 in 1983 according to the latest Census Bureau count. Imports have brought about this decline as well as competition for the consumer dollar from sportswear and separates.

The women's dress industry is labor intensive and manufacturing costs in the U.S. are significantly higher than those of off-shore producers, particularly those in the Far East. U.S. manufacturers have not only consolidated their operations, but many have upgraded equipment (installing computer-aided sewing machines, updated pattern-cutting equipment, etc.) to compete. To increase productivity others are utilizing non-unionized workers from Korea and South America who work longer hours.

Sourcing overseas by retailers and U.S. manufacturers is a factor in the decline in the industry. In addition, some manufacturers are availing themselves of the provisions of the 807 rule in the Tariff code which allows them to cut garments in the U.S., ship the pieces abroad for assembly in plants with lower rates, then import the finished garment. Duty must be paid only on the value added in the assembling of the garment abroad.

Trends in Employment and Earnings in the Dress Industry, Selected Years 1972-1986
(Annual Average except where noted)

	Total Employment (thous.)	Production Workers Employment (thous.)	Production Workers Average Weekly Earnings	Production Workers Average Hourly Earnings	Production Workers Average Weekly Hours
June average					
1986	94.6	79.9	$199.25	$5.93	33.6
1985	117.5	81.0	193.54	5.76	33.6
Annual average					
1985	96.0	80.7	195.46	5.80	33.7
1984	113.8	96.5	188.10	5.70	33.0
1983	123.1	105.6	180.73	5.51	32.8
1982	137.9	120.0	na	na	na
1977	168.6	146.8	na	na	na
1972	211.6	186.5	na	na	na

na not available

Source: U.S. Department of Labor, Bureau of Labor Statistics

Monthly Pattern in Dress Industry Production Worker Employment 1983-1985
(Index: Years Average = 100)

	1985	1984	1983
Years Average	100.0	100.0	100.0
January	101.6	104.7	98.4
February	105.4	109.3	102.5
March	106.8	112.4	104.2
April	103.8	110.7	102.2
May	100.5	106.1	100.7
June	100.4	103.3	100.8
July	93.5	92.3	97.0
August	97.4	97.0	98.3
September	99.7	94.0	98.0
October	97.1	93.0	99.8
November	97.5	90.2	99.3
December	96.4	86.9	98.1

Source: Based on Bureau of Labor Statistics reports

GENERAL INDUSTRY STATISTICS

Location of the Industry

The U.S. dress industry is concentrated in New York City. To an increasing extent garment district space is being switched from cutting, sewing, pressing to showroom space because of the high cost of operations, and the shift in production to overseas plants. Employment in the garment industry has been declining for seven years, but there are signs that it is stabilizing.

One factor in helping to keep production workers in the New York garment industry has been the increase in the number of immigrants from Hong Kong, South Korea, China and Taiwan. Many of them are skilled garment workers who have found employment in factories in New York's Chinatown and Lower East Side, where rents are cheaper than Seventh Avenue. These factories have a willing and hardworking labor force able to do work immediately and meet the need of manufacturers -- and their retail customers for a "Quick Response".

The following table covers the states which lead in the value added by manufacture in plants classified in the women's and misses' dress industry. New York is the leader, accounting for almost 38% of the value added by manufacture. California follows with a 19% share.

Industry Statistics for Leading States, 1982

			Employees		Value added By Manufacture	
	Total	With 20+ Employees	Number (thous.)	%	Mil. $	%
Women's and misses' dresses, U.S. total	5,627	2,055	137.9	100.0%	$2,413.2	100.0%
Leading states:						
New York	2,053	761	41.9	30.3	904.1	37.5
California	1,699	401	25.8	18.7	458.5	19.0
Pennsylvania	400	286	20.2	14.6	281.6	11.7
Florida	375	116	7.5	5.4	112.1	4.6
Texas	138	57	5.8	4.2	102.9	4.3
New Jersey	303	111	6.0	4.4	83.3	3.5
Massachusetts	86	46	4.1	3.0	61.9	2.6
Illinois	57	29	2.2	1.6	51.6	2.1
Virginia	34	23	3.0	2.2	43.3	1.8
North Carolina	53	28	3.1	2.2	41.7	1.7

Source: U.S. Bureau of the Census, 1982 Census of Manufactures Industry Series MC82-I-23B

PRODUCTION

The U.S. Bureau of the Census compiles monthly and annual reports on production of dresses by U.S. producers. This includes those cut or knit within the 50 States of the U.S. from material owned by the reporting company or by others on its account. In addition, dresses which are cut in the U.S., sent outside the country to be sewn, and shipped back to the U.S. under the 807 import category are included.

The figures are compiled through mail surveys among all known manufacturers and jobbers of women's dresses, except very small firms (generally less than five employees).

PRODUCTION

In the first seven months of 1984, 84,375,000 women's misses' and juniors' dresses were manufactured according to the Bureau. this was 9.5% below the total reported in the same period of 1985. The annual summary report for 1985 issued by the Census Bureau indicated that output in 1985, totaling 152,060,000 units, was 4.3% below the 1984 total.

U.S. Production of pantsuits in 1985 fell 2.5%, overall, below the 1984 total. However, output of pantsuits in knit fabrics gained a healthy 25.4%. Overall production of washable service apparel declined almost 5.0%, but items in woven fabrics registered a 5.3% gain vs. a 13.4% decline in production of knit fabric uniforms.

U.S. Production of Dresses & Washable Service Apparel
by Fabric and Construction 1984, 1985
(Thousands of units)

	1985	1984	% Change 1985/1984
Women's, misses' & juniors' dresses*	152,060	158,968	- 4.3%
By fabric:			
Woven fabric:	122,112	122,447	- 0.3
All cotton & chiefly cotton	21,582	18,227	+18.4
All manmade & chiefly manmade	93,020	96,529	- 3.7
All wool & chiefly wool	1,739	1,775	- 2.0
All other woven fabrics	5,771	5,916	- 2.5
Knit fabric:	24,466	28,874	-15.3
All cotton and chiefly cotton	3,352	2,345	+42.9
All manmade and chiefly manmade	19,980	25,486	-21.6
All wool and chiefly wool	731	770	- 5.1
All other knit fabrics	403	273	+47.6
Fabric, n.s.k.	5,482	7,647	-28.3
Washable service apparel, including uniforms, medical & lab jackets, smocks, etc.**	2,901	3,052	- 4.9
By construction:			
Woven fabric	2,182	2,072	+ 5.3
Knit fabric	632	730	-13.4
Construction, n.s.k.	87	250	-65.2
By fabric:			
All cotton and chiefly cotton	475	437	+ 8.7
All manmade and chiefly manmade	2,332	2,458	- 5.1
All other fabric; Fabric, n.s.k.	94	257	-63.4

*Includes suit-type dresses, formal, work, house, etc.
**Thousands of dozens
n.s.k. not specified by kind

Source: U.S. Bureau of the Census
Current Industrial Reports
Women's & Children's Outerwear, 1985
MA23F(85)-1

The National Cotton Council of America, Memphis, Tenn. has compiled information on production of specific types of washable service apparel.

PRODUCTION

Production of Washable Service Apparel By Types, 1983-1985
(Thousands of dozen)

	1985(p)	1984	1983
Women's, misses', juniors'			
Washable service apparel			
Uniforms	3,026	2,938	2,820
Knit	552	558	677
Woven	1,226	2,380	973
Other, incl. aprons, smocks, pinafores			
Knit	23	22	28
Woven	1,225	1,238	1,142

(p) preliminary

Source: National Cotton Council of America
Cotton Counts Its Customers (1986 Edition)

Seasonality in Production

Dress cuttings in the U.S. plants are typically at a peak in March/April, declining to a low point in December.

Percent of Year's Cuttings of Dresses by Months, 1983-1985

	1985	1984	1983
Total dress cuttings	100.0%	100.0%	100.0%
By month			
January	9.0	9.2	8.4
February	10.0	11.0	9.4
March	10.0	11.0	11.4
April	10.4	10.1	10.1
May	9.5	9.0	9.3
June	7.6	7.4	8.5
July	7.0	6.9	6.8
August	7.0	7.1	7.6
September	7.9	6.7	7.6
October	8.0	7.8	7.5
November	6.7	7.0	7.2
December	6.7	6.7	6.1

Source: U.S. Bureau of the Census, Current Industrial Reports

Materials Consumed in Production

The census of manufactures is compiled every five years by the Bureau of the Census. It is the source for information on the value of materials used by manufacturers classified in the women's dress industry.

Materials Consumed By Kind 1977, 1982
(Millions of delivered dollars)

	1982	1977
Women's & misses dress industry consumption:		
Materials, containers & supplies, total	$1,372.4	$1,251.2
Broad woven fabrics	383.6	331.0
Purchased knitted fabrics	163.5	222.3
All other materials, containers & supplies	86.9	95.6
Unspecified materials, containers & supplies	738.4	602.3

Source: U.S. Bureau of the Census, 1982 Census of Manufactures
Industry Series MC82-I-23B

PRODUCT SHIPMENTS

In contrast with the value of "INDUSTRY SHIPMENTS" (covered in the section on GENERAL INDUSTRY STATISTICS and defined on page 3) product shipments cover the value of dresses made by all manufacturers regardless of their industry classification. Some manufacturers produce dresses as a secondary rather than a primary product. Therefore, they are classified in other industries.

There are several sources of information on value of shipments such as the monthly surveys conducted by the Census Bureau, the annual surveys of manufactures, and the complete census of manufactures conducted by the U.S. Bureau of the Census every five years (the most recent covered operations in the year 1982).

Data for 1985 was derived through a mail survey of all known U.S. manufacturers and contractors, and including both dresses cut and assembled in the U.S. as well as those partially made overseas under the 807 rule in the Tariff schedule, showed the value of shipments at $3,119.7 million, which was 2.8% below the total for 1984, reported by the Census Bureau at $3,209.0 million (Current Industrial Reports Series MA23F(85)-1). The CIR series does not include small manufacturers with fewer than five employees.

However, the complete census of manufactures and annual surveys, include manufacturers with one or more paid employees. Based on these sources the total value of shipments of women's dresses was $4,896.0 million in 1984, gaining slightly (+0.4%) over the 1983 total.

Shipments of Dresses & Washable Service Apparel 1982-1984
(Millions of current dollars)

	1984	1983	1982	% Change 1984/83	% Change 1983/82
Women's, misses', juniors' dresses, total	$4,896.0	$4,877.9	$4,534.7	- 0.4%	+ 7.6%
Dresses (reported by U.S. manufacturers)	3,143.8	3,056.4	2,988.6	+ 2.8	+ 2.3
Contract & commission work on dresses	735.5	1,004.1	1,029.1	-26.7	- 2.4
Dresses, n.s.k.	1,016.7	817.3	517.0	+24.4	+58.1
Washable service apparel	263.2	265.9	250.4		

n.s.k. not specified by kind

Source: U.S. Bureau of the Census:
Annual Surveys of Manufactures MA84(AS)-2
1982 Census of Manufactures

The value of dresses made of knit fabric, but cut and sewn by dress manufacturers is included in the above figures. However, the value of dresses made in knitting mills is not. In 1982, the value of women's dresses shipped by knitting mills amounted to $15.1 million, down from $78.6 million in 1972. This information was not published for later years.

PRODUCT SHIPMENTS

While there have been some consolidations within the industry in recent years, the dress industry by its very nature, requiring runs and fast changes in styles, is primarily composed of small manufacturers. According to the 1982 census of manufactures the top 50 U.S. dress manufacturers controlled only 37% of the value of dress shipments. In contrast, the top 50 companies producing washable service apparel in the U.S. had a 98% share of U.S. shipments.

Share of Women's, Misses' & Juniors' Dress and Related Apparel Shipments By the Largest U.S. Manufacturers, 1977, 1982

	Product Shipments (Mil. $)	% accounted for by the largest companies			
		Top 4	Top 8	Top 20	Top 50
Dresses					
1982	$2,988.6	8%	13%	22%	37%
Washable service apparel					
1982	250.4	32	48	77	98
1977	193.2	33	51	82	99
1972	105.2	36	55	82	99

Source: U.S. Bureau of the Census
1982 Census of Manufactures
Concentration Ratios in Manufacturing MC82-S-7

The research department of the International Ladies Garment Works Union (ILGWU) has compiled long-term trend figures on production and shipments of women's dresses, benchmarked to the 1982 Census of Manufactures reports, but including adjustments for women's wear not specified by kind.

Due to a decline in consumer purchases, production of women's dresses by U.S. producers showed a steady decline from 289.4 million in 1972 down to 227.5 million in 1976. Increases were reported for 1977-1979, but there has been a steady decline since 1979. Responsible for this decline are the sharp increase in imports noted since 1980 and fashion shifts.

The value of dress shipments as compiled by the ILGWU shows a more uneven pattern affected by changing unit values. Figures are in current dollars, without adjustment for inflation.

PRODUCT SHIPMENTS

Trend in Production & Value of Shipments of Women's Dresses
By U.S. Manufacturers, 1972-1985

Year	Production (millions)	Value of Shipments (millions of $)
1972	289.4	$ 2,737
1973	279.9	2,878
1974	244.4	2,659
1975	233.9	2,856
1976	227.5	2,949
1977	248.1	3,141
1978	252.3	3,743
1979	252.5	3,770
1980	250.3	3,706
1981	209.6	3,514
1982	189.0	3,391
1983	179.9	3,405
1984	174.9	3,415
1985	167.3	3,320

Source: U.S. Bureau of the Census; Research Dept., ILGWU

In the 1977-1982 period the value of dress shipments by U.S. producers declined at a compound annual rate of -2.8% according to an industry analysis covering the value of shipments in real terms, adjusted for inflation, by the International Trade Administration. Compared with the peak value, in real terms measured in 1973, the value of shipments by 1982 had declined 21.3%.

By State

For a limited number of major products the U.S. Census Bureau has included information on value of shipments by state in 1982 compared with 1977. The following information based on the census of manufactures compiled every five years is for leading states.

Value of Shipments By All Producers in Leading States: 1977, 1982
(Millions of dollars)

Product	1982 Value	1982 %	1977 Value	1977 %
Women's, misses' & juniors' dresses, total	$2,988.6	100.0%	na	na
States				
New York	1,555.4	52.0	na	na
California	596.5	20.0	na	na
Pennsylvania	225.2	7.5	na	na
Texas	102.8	3.4	na	na
Florida	77.0	2.6	na	na
All others	431.7	14.4	na	na

(continued)

PRODUCT SHIPMENTS

By State (continued)

Value of Shipments By All Producers in Leading States: 1977, 1982
(Millions of dollars)
(continued)

Product	1982 Value	1982 %	1977 Value	1977 %
Commission work on women's, misses' & juniors' dresses, total	$1,029.1	100.0%	$764.8	100.0%
New York	286.0	27.8	211.6	27.7
California	169.7	16.5	84.5	11.0
Pennsylvania	143.3	13.9	131.2	17.2
Florida	79.7	7.7	39.4	5.2
New Jersey	53.1	5.2	54.2	7.0
All others	297.3	28.9	243.9	31.9
Washable Service Apparel, total	250.4	100.0	194.7	100.0
States				
New York	62.6	25.0	53.3	27.4
California	37.0	14.7	22.8	11.7
Georgia	23.5	9.4	22.1	11.4
Tennessee	18.4	7.3	12.5	6.4
All others	108.9	43.4	84.0	43.1

na not available

Source: U.S. Bureau of the Census
1982 Census of Manufactures
Industry Series MC82-I-22B

PRODUCER PRICE INDEXES

Prices of women's dresses at the U.S. factory level in June 1986 averaged 2.6% above the level in the same month a year earlier, but were 2.9% below the May 1986 level. The June gain was attributable to a sharp rise in the price of cotton dresses, which registered a 12.8% gain over the year-ago level. Dresses made of chiefly synthetic fiber fabrics rose only 0.7% in producer prices in this period.

For the year 1985, producer prices of dresses registered a gain of less than 1% compared with 1984 according to the Bureau of Labor Statistics. The 1985 average was 8% above the index in the December 1980 base period. However, contract work on women's dresses registered a 16% gain compared with the December 1980 level, and by June 1986 was up over 19%.

PRODUCER PRICE INDEXES

Women's, Misses' & Juniors' Dresses
Producer (Factory) Price Indexes, 1984, 1985, June 1986

Base Periods:	Dresses, Total 12/80=100	Chiefly Cotton 5/83=100	Chiefly Manmade 12/80=100	Contract Work on Dresses 12/80=100
June 1986	110.6	117.7	107.4	119.1
Year 1985	108.0	108.1	107.1	116.1
Year 1984	107.2	na	107.9	115.4

na not available

Source: U.S. Department of Labor, Bureau of Labor Statistics

FOREIGN TRADE

Imports

Imports of dresses into the U.S. have soared in recent years. In 1983, the quantity of imports shop up 48% compared with 1982. The Customs value (price paid, not including shipping costs, duty, etc.) rose 60%. In 1984, imports gained 26% in quantity, 43% in value. Gains slowed down in 1985 -- quantity up 18%, value 27%. Nevertheless, imports' share of the domestic dress market reached a record high, estimated at 19%, up one-third over the 1983 share. In the first quarter of 1986, imports growth accelerated, gaining almost 25% in quantity and 34% in value compared with the same 1985 period.

A large part of the import slowdown in 1985 was due to smaller shipments from China which in 1984 had been the largest supplier in terms of quantity, though the third largest in terms of value. Other suppliers registered significant gains however, especiall Hong Kong, Korea and the Phillippines. These suppliers, together with China and Taiwan accounted for roughly two-thirds of total dress imports in 1985.

A significant part of the increase in dress imports last year and in the first quarter of 1986 was in drsses that have not been subject to quota (i.e. those of silk, linen and ramie). In 1985, imports of these dresses totaled 489,000 dozen, valued at $158 million, compared with 275,000 dozen, valued at $88 million in 1984. About three-fourths came from Hong Kong and Korea, and another 16% was supplied by China.

The Multi-Fiber Agreement (MFA) which was renewed on July 31, 1986, has opened the way for the U.S. to negotiate bilateral agreements governing imports of apparel made of silk, linen and ramie. Some agreements have already been worked out with Hong Kong, Taiwan and South Korea, and U.S. interests can be expected to press for more. Efforts by the U.S. textile and apparel industries to get Congress to override the President's veto of the Textile and Apparel Trade Enforcement Act failed in August 1986, but there are new calls for legislation to protect the industry in view of skyrocketing imports.

FOREIGN TRADE

Imports (continued)

To curb import growth in dresses, the Administration issued four "calls" in 1985 to set quotas on cotton dresses from Brazil, Indonesia, Malasia and Thailand. A fifth call was issued on wool dresses from Taiwan. This brought all imports of cotton, wool and manmade fiber dresses from the four largest suppliers under quota. However, rather than make cut-backs, quotas after negotiation have been increased to the advantage of exporting countries.

Government statistics on foreign trade in dresses combines data on both women's and children's covering USITC summaries of Bureau of Census reports on imports as noted in the table below.

Quantity & Value of U.S. Imports of Women's & Children's Dresses
Annual Totals: 1983, 1984, 1985; 1st Quarter 1985, 1986
(Quantity in thousands of dozens; value in millions of dollars)

	First Quarter 1986	First Quarter 1985	% Change 1986/85	1985	1984	1983	% Change 1985/84
Quantity	1,661	1,332	+ 24.7%	4,644	3,925	3,107	+ 18.3%
Value*	$ 176.8	$ 132.3	+ 33.6	$ 526.6	$ 414.7	$ 290.9	+ 27.0

* Customs value covers the price paid for the dresses by the importer, and does not include duties, freight, insurance etc.

Source: U.S. International Trade Commission
U.S. Trade Shifts in Selected Commodity Areas
(USITC Publications 1864, 1884)

As imports of dresses have increased, U.S. production has declined. An analysis of total new supply of women's and children's dresses (manufacturers shipments minus exports, plus imports) compiled by the Census Bureau, showed imports accounting for 16.9% in terms of quantity and 12.4% in terms of value in 1984. Comparable figures for 1983 were 14.3% and 9.3%, respectively.

A review of the record in past years shows the first big increase in dress imports occurring in 1981. The quantity went up almost 15%, while U.S. production of women's dresses in the same period declined 16%. The recession in the 1981-1982 period lead to a decline in both imports and U.S. production. However, in the following year, imports soared 48%, while U.S. production dropped by 17.2%. This trend was repeated in 1984; imports up 26%; production down (but less than 1%).

In 1985, dress imports rose almost 19% compared with 1984. Total production according to the ILGWU adjusted production figures (page 11) declined 4.3%. The value of imports rose 27%, while the value of shipments of U.S. producers declined 2.8%.

FOREIGN TRADE

Imports (continued)

Imports of Selected Women's & Children's Wear 1980 - 1985
(Thousands of units)

	1985	1984	1983	1982	1981	1980
Dresses, total	55,728	47,101	37,286	25,172	28,041	24,453
Cotton	na	16,063	12,280	9,397	9,396	8,413
Wool	na	2,109	1,022	415	1,109	1,013
Manmade	na	25,626	21,599	13,798	15,839	13,884
Silk, not ornamented	na	3,304	2,385	2,563	1,697	1,143

na not available

Source: ILGWU based on U.S. Bureau of the Census reports.

AT THE RETAIL LEVEL

THE POTENTIAL MARKET

The size of the potential market for women's dresses has expanded not only due to the growth in the adult female population (particularly young adults) but, also from the rapid rise in the number of women in the labor force.

By 1994, the total female population over age 16 is expected to increase 17.2% reaching a total of 103 million. The total female population 35-54 years old is the fastest growing segment, with a gain of 44% expected during this period.

The growth in population 35 to 54 years of age bodes well for the future of the dress industry. Women in this age bracket tend to be in the labor force and are at a point in their careers where earnings have increased significantly.

Female Population Projections 1986, 1994, 2005
(Middle Series)

	Number (Thousands)			% Change	Percent Distribution		
	1986	1994	2005	2005/1986	1986	1994	2005
Total, all ages	123,631	132,251	141,381	+ 14.4%	100.0%	100.0%	100.0%
16 years & over	96,390	102,903	113,018	+ 17.2	78.0	77.9	80.0
16 - 19	7,180	6,426	7,707	+ 7.3	5.8	4.9	5.5
20 - 34	31,353	29,068	26,706	- 14.8	25.4	22.0	18.9
35 - 54	28,564	36,202	41,249	+ 44.4	23.1	27.4	29.2
55 - 64	11,740	11,002	15,399	+ 31.2	9.5	8.3	10.9
65 years & over	17,553	20,205	21,957	+ 25.1	14.2	15.3	15.5
Median age		35.6	39.2		--	--	

* Middle of a series of three different projections, each based on alternative assumptions for future fertility, mortality and net immigration levels. Includes armed forces overseas.

Source: U.S. Bureau of the Census,
Current Population Reports,
Series P-25, No 952 (May 1984).

THE POTENTIAL MARKET

Working Women

About 51.1 million women were in the labor force in 1985, an increase of 2.7% from a year earlier. This increase was somewhat higher than the annual gains in recent years, but down from the 4-5% annual gains during much of the 1970's. Today, about three-quarters of women aged 25-34 are in the work force. By comparison, 15 years ago just about 45% of the women in this age group sought employment. There has bee an increase of more than 12 million women of all ages to the labor force over the last decade.

The U.S. Bureau of Labor Statistics has recently (November 1985) published revised projections of the labor force through 1995. The middle of three projections assumes that labor force participation of women will rise then taper off. The female civilian labor force is expected to reach 59.9 million by 1995 -- 10.2 million above the 1984 average.

Both the dress market and the service apparel market should benefit from the expected growth in the number of working women aged 35 to 44 years and 25 to 34 years. By 1995 the former group will register an expected increase of 55% compared with 1984. The labor force 25 to 34 years of age is expected to grow 13.5%.

The following are detailed projections from the BLS.

Female Civilian Labor Force By Age, 1984, 1995

	Labor Force (thousands)		Participation Rate	
	1984	1995	1984	1995
Women, 16 years & older	49,704	59,886	53.6	58.0
16 - 24 years	11,260	9,623	62.8	65.3
16 - 19 years	3,809	3,307	51.8	51.2
20 - 24 years	7,451	6,316	70.4	76.3
25 - 54 years	32,360	44,519	68.2	78.1
25 - 34 years	14,234	16,198	69.8	81.1
35 - 44 years	10,896	16,943	70.1	80.5
45 - 54 years	7,230	11,480	62.9	71.3
55 years & over	5,904	6,084	22.2	19.1
55 - 64 years	4,911	4,695	41.7	42.7
65 years & over	1,173	1,049	7.5	5.5

Source: U.S. Bureau of Labor Statistics
Monthly Labor Review (November 1985)

The proportion of women in managerial and professional positions has been on the rise since the 1970s. By 1985, 23.4% of women fell into this category compared with 21.7% who fell into this classification in 1983 according to data on occupation compiled by the Bureau of Labor Statistics. This passage of women into upper management position could mean increased sales for the dress market. The move of women into more responsible positions correlates with higher income. Thus, more disposable income, which these women will probably spend on themselves.

Working Women (continued)

Employment of Women by Occupation, 1984, 1985
(Numbers in thousands)

	1985	1984	% Change 1985/84
Total 16 years & older	47,259	45,915	+ 2.9%
Managerial & professional specialty	11,049	10,329	+ 7.0
Executive, administrative, managerial	4,351	3,889	+11.9
Professional specialty	6,699	6,440	+ 4.0
Tech., sales & admin. support	21,507	20,920	+ 2.8
Technicians & related support	1,537	1,527	+ 0.7
Sales occupations	6,088	6,032	+ 0.9
Admin. support, including clerical	13,882	13,361	+ 3.9
Serice occupations	8,747	8,607	+ 1.6
Private household	968	955	+ 1.4
Protective service	227	217	+ 4.6
All other service	7,552	7,435	+ 1.6
Precision, production & craft repair	1,127	1,112	+ 1.3
Operators, fabricators and laborers	4,227	4,385	- 3.6
Farming forestry & fishing	552	562	- 1.8

Source: U.S. Bureau of Labor Statistics
Employment & Earnings (January 1986)

The highest median weekly earnings of women who were full-time wage and salary workers in 1985 was among those in the 35-44 year old age bracket ($307). The second highest median ($295) was among women employees age 25-34 years.

Overall, the median weekly earnings of all female full-time wage and salary earners rose to $277 in 1985, up $12 a week from a year earlier. While the median for women is still far below that of men, the increases for women have been larger. Thus, the gap is narrowing. This increase for women's earnings translates into more disposable income for women and could aid in increasing sales of women's dresses.

Median Weekly Earnings of Female Full-Time Wage and Salary Workers By Age, 1984, 1985

	1985	1984	% Change 1985/84
Total 16 years and over	$277	$265	+ 4.5%
16 - 24 years	210	203	+ 3.4
25 years and over	296	282	+ 5.0
25 - 34	295	284	+ 3.9
35 - 44	307	291	+ 5.5
45 - 54	291	278	+ 4.7
55 - 64	284	269	+ 5.6
65 and over	242	218	+11.0

Source: Bureau of Labor Statistics
Employment & Earnings (January 1986)

THE POTENTIAL MARKET

Money Income of Women

Considering money income from all sources, the highest median for women in 1984 was in the 25-44 age group. The median for those 35-44 in 1984 was $9,561, while in the 25-34 bracket the median was slightly lower at $9,392. The greatest number of women with incomes over $30,000 or more were 35-44 years of age -- the earliest of the baby boom crop (1949 - 1964).

Numbe. & Percent of Women Age 15 Years & Over
By Total Money Income, 1984
(Numbers in thousands)

	Total	15-19	20-24	25-34	35-44	45-54	55-64	65 & over
FEMALES, total	95,282	9,103	10,411	20,674	15,966	11,550	11,774	15,804
With income	85,555	5,874	9,333	19,017	14,636	10,409	10,702	15,584
Under $10,000	53,644	5,668	6,691	9,873	7,529	5,580	6,769	11,539
$10,000-$19,999	21,251	187	2,238	6,252	4,107	3,051	2,517	2,807
$20,000-$29,999	7,598	16	259	2,302	2,127	1,192	914	789
$30,000 & over	3,062	3	55	590	873	586	502	449
Median income	$ 6,868	$1,719	$ 5,911	$ 9,392	$ 9,561	$ 8,903	$ 6,837	$ 6,020
Mean income	9,584	2,521	7,125	10,686	11,828	11,397	9,954	8,800
FEMALES, total percent	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
With income	89.8	64.5	89.4	91.9	91.7	90.1	90.9	98.6
Under $10,000	56.3	62.3	64.1	47.7	47.2	48.3	57.5	73.0
$10,000-$19,999	22.3	2.0	22.3	30.2	25.7	26.4	21.4	17.8
$20,000-$29,999	8.0	0.2	2.5	11.1	13.3	10.3	7.8	5.0
$30,000 & over	3.2	*	0.5	2.9	5.5	5.1	4.3	2.8

* Less than 0.1%

Source: U.S. Bureau of the Census, Current Population Reports (Series P-60, No. 149)

Specialized Markets: Service Workers

The service sector of the U.S. economy is registering the fastest growth and bringing with it a growing demand for service apparel. Women make up a dominant percentage of workers in the fastest growing service classifications according to the U.S. Bureau of Labor Statistics.

Specialized Markets: Service Workers

Female Employment in Service Industries, 1984, 1985
(Thousands of Persons 16 years and older)

	1985		1984	
	Female Employment	% of Ind. Total	Female Employment	% of Ind. Total
Hotels and other lodging places	728.4	54.4%	698.2	55.2%
Personal services	750.7	71.1	711.2	70.2
Laundry, cleaning and garment services	240.8	63.4	231.8	63.4
Beauty shops	300.4	89.6	284.4	89.5
Business services	2,040.7	45.8	1,852.7	45.7
Miscellaneous business services	725.4	38.8	660.3	38.5
Health services	5,184.9	82.2	5,029.3	82.1
Offices of physicians	767.7	80.7	731.4	80.9
Offices of dentists	386.0	87.9	370.0	87.0
Nursing and personal care facilities	1,068.4	88.3	1,011.5	88.1
Hospitals	2,421.1	80.7	2,431.1	80.9
Outpatient care facilities	160.2	74.3	142.5	74.6

Source: U.S. Bureau of Labor Statistics

The 10 Occupations With The Largest Projected Absolute Growth, 1984-1995

Occupation	% Women Workers in 1985	Total Number of New Jobs By 1995
Cashier	83%	556,000
Nurse	95	452,000
Cleaner	40	443,000
Truck driver	2	428,000
Waiter/waitress	84	424,000
Sales (wholesale)	17	369,000
Nurse's aide	90	348,000
Sales (retail)	69	343,000
Accountant	44	307,000
Teacher	90	281,000

Source: U.S. Bureau of Labor Statistics

Specialized Markets: Bridal Wear

In the first six months of 1986 a total of 1,101,000 marriages were performed, down 2% from the total in the first half of 1985 according to the National Center for Health Statistics. For the year 1985, the marriage total (2,425,000) was 2.5% below the 1984 total.

Specialized Markets: Bridal Wear (continued)

Marriages in the U.S., 1984, 1985, 1st Half 1986

Number (thousands)			% Change	Rate Per 1,000 Population		
1st half 1986	1985	1984	1985/1984	1986	1985	1984
1,101	2,425	2,487	- 2.5	92	10.2	10.5

Source: National Center for Health Statistics
Monthly Vital Statistics Report

While the number of marriages has been on the decline, the good news for the dress industry has been that traditional weddings, requiring special dresses for brides, attendants, the mother of the bride, other relatives and friends are back in vogue. This trend is expected to continue. Market reports for spring 1986 showings indicate a great variety of offerings with the biggest news in pastel dresses for brides in shades of pink, peach or blue. Sales are said to be up for designer-price wedding dresses. However, because the number of weddings is down, competition within the bridal market is becoming keener, and there has been some shakeout among resources.

The higher-end stores have been doing well, particularly in the spring while trade sources indicate that discounting has hurt the middle-of-the-road business. Although there are indications that it is leveling off.

Shopping patterns are said to be changing due to brides being more concerned about deliveries and buying further in advance of their wedding dates. June continues to be the peak month for marriages, accounting for 11.5% of the 1985 total, followed by August.

Monthly Pattern in Marriages

	Marriages	
	Number (thous.)	% of Total
Total	2,425	100.0%
January	129	5.3
February	146	6.0
March	157	6.5
April	174	7.2
May	238	9.8
June	280	11.5
July	235	9.7
August	255	10.5
September	235	9.7
October	206	8.5
November	182	7.5
December	187	7.7

Source: Based on U.S. Department of Health & Human Services
Monthly Vital Statistics Report, March 1986

THE POTENTIAL MARKET

Specialized Markets: Maternity Wear

In the 12-month period ending June 1986, there were an estimated 3,739,000 live births in the U.S., slightly below the number for the same period ending June 1985. At the present rate, the 1985 total will be somewhat better than the annual totals registered from 1980 to 1984.

Department and specialty stores have increased efforts to cater to the market for maternity wear. Since so many mothers to be are employed and continue to work until very close to the birth date they require a variety of apparel for office or other business wear.

One specialty operation, Mothercare, has in eight years grown to be a chain of over 200 stores specializing in maternity wear and apparel for young children with sales in excess of $50 million. The long-term goal is to expand the chain to 1,000 stores.

The total market for maternity wear is estimated at $300 million to $500 million. Fashion and variety have become more important factors, especially for the pregnant career woman who continues on the job.

A study by Gallup conducted in 1983 on the lifestyles and shopping habits of pregnant women revealed that virtually all women either did wear, are wearing or planned to wear maternity clothes during pregnancy. Over half (53%) purchased their maternity clothes at national chains, 44% go to specialty retailers, 40% shop discounters and 24% buy from department stores.

Upscale specialty stores have developed private label programs in maternity wear to meet the needs of better-price customers. It is reported that more department stores are focusing on this market.

The monthly pattern in births peak in the July-September period.

Monthly Pattern in Births, 1985

	Births	
	Number (thous.)	% of Total
Total	3,749	100.0%
January	314	8.4
February	280	7.5
March	302	8.1
April	312	8.3
May	300	8.0
June	324	8.6
July	335	8.9
August	334	8.9
September	329	8.8
October	318	8.5
November	297	7.9
December	304	8.1

Source: Based on U.S. Department of Health & Human Services Monthly Vital Statistics Report, March 1986

RETAIL SALES BY PRODUCT

Dresses

According to a market projection made at the end of 1985 by Kurt Salmon Associates, 1986 women's dress consumption was expected to register a gain of about 3% after a rise of about 2% in 1985. This increase is believed to be the result of a new fashion emphasis by women, an increase in independent spending power and the growing popularity of natural fibers in moderate to better women's wear. Silk has been singled out by many fashion analysts as a growth area in dresses in the coming year.

Year-to-Year Change in Purchases of Women's Dresses, 1982-1986
(% change in Units)

	Projected	Estimated	Actual	
	1986/1985	1985/1984	1984/83	1983/82
Women's wear, total	+ 3%	--	+ 1%	--
Dresses	+ 3	+ 2%	+ 1	+ 1%

Source: Kurt Salmon Associates/NPD Purchase Panel
Softgoods Outlook for 1986

The resurgence in retail sales of dresses that began in 1983, seems to be continuing in 1986 according to trade reports. The main thrust of the increase in dress sales is from younger customers who are purchasing better dresses. This group tends to be those who are rising in the corporate world and are wearing dresses regularly for the first time in their adults lives.

In order to capture as many dress sales as possible, retailers are adjusting their merchandise mix. Many are now expanding the department to include assortments that are appropriate to various occasions. According to a recent survey (March of 1986) three out of every four women surveyed said they would buy a dress in 1986 with 50% citing evening/special occasion dresses, 40% casual wear and 37% for career/day wear. With the average woman planning to purchase four dresses there is estimated to be a potential 1986 market for 354.3 million dresses.

Working women have been one of the major keys to the increase in dress sales. Dresses offer a change but are fabored over separates for greater ease of dressing and obtaining a total look, as well as offering a less costly alternative to separates. In addition, many career women are tiring of the look of tailored suits for office wear and are turning to dresses which are acceptable in the office and at social occasions.

RETAIL SALES BY PRODUCT

Dresses (continued)

As a result of the growing swing to dresses and the saturation of the sportswear market, many traditional sportswear companies are now expanding into the dress market. The leader of this group is believed to be Liz Claiborne, which has dress volume amounting to $90 million.

Washable Service Apparel

The growth of employment which has centered mainly in the service sector has been a boom to the service apparel industry. The service apparel and uniform industry, which includes men's and women's is estimated to be about $2 billion in 1986.

Fashion and style are now the buzzwords as far as work wear is concerned. Although, durability and function are still important considerations according to industry insiders. Polyester continues to retain its importance for ease of care and durability.

The outlook for career apparel remains bright in the coming years. Projections by the U.S. Bureau of Labor Statistics on occupation growth indicate that the service sector of the economy will remain the fastest growing segment through 1995, as noted on page 23.

RETAIL SALES BY TYPE OF OUTLET

The U.S. Department of Commerce, Bureau of the Census compiles a census of retail trade every five years that covers retail outlets with one or more paid employees. The most recent census covered operations in 1982. Reports on merchandise line sales by type of outlet were published in 1985.

Included in these reports is a breakdown of women's dress sales for two outlet types: department stores and apparel stores. The reported total amounted to about $6.6 billion for these outlets. Not included are sales in variety stores, miscellaneous merchandise stores, mail order sales (except catalog desks in department stores), sales by mom-and-pop stores, and other operations without paid employees.

Apparel specialty stores accounted for 65.1% of total reported dress volume, while department stores had a 34.9% share. Department stores achieved this high total despite the fact they represented only 10.9% of all establishments selling dresses that year.

The census of retail trade is the only official data compiled on merchandise line sales by type of retail outlet.

Women's Dress Sales in Specified Types of Retail Oultets, 1982
(Including only outlets with payroll)

	Establishments Number	Establishments %	Sales By Outlet Type (Thous. $)	Sales By Outlet Type %
Dress sales, reported total	58,958	100.0%	$6,648,703	100.0
Department stores*	6,453	10.9	2,323,246	34.9
Apparel specialty stores	52,505	89.0	4,325,457	65.1
Women's ready-to-wear stores	40,086	68.0	3,738,760	56.2
Family clothing stores	10,637	18.0	540,499	8.1
Women's accessory & specialty stores & furriers	733	1.2	20,181	0.3
Other apparel stores	1,049	1.7	26,017	0.4

* Includes traditional department stores, discount department stores and the department store outlets of national chains such as Sears, Penney, Ward. Leased department sales are not included, but are counted in the Census as separate specialty store operations.

Source: U.S. Bureau of the Census,
1982 Census of Retail Trade RC82-1-3

Specialty Stores

According to the 1982 census of retail trade sales of women's dresses in women's ready-to-wear stores with payroll amounted to $3.8 million. This figure represents 18.5% of total store sales. In family clothing stores, sales of dresses amounted to $540 million. This figure represents 4.0% of total store sales.

Women's Dress Sales in Specialty Stores, 1982

	Stores Number	Stores %	Sales of specified merchandise line: Amount (thous. $)	% of total sales of — Stores selling the line	% of total sales of — All Stores
Women's ready-to-wear stores, total	44,163	100.0%	$20,248,922	—	100.0%
Dresses	40,086	90.8	3,738,760	19.8%	18.5
Family clothing stores, total	17,859	100.0	13,451,003	—	100.0
Dresses	10,637	59.6	540,499	5.3	4.0

Note: Each store location is separately counted, regardless of whether or not it is part of a multi-unit operation.

For details on operations in these store types, as reported in the 1982 Census, see the Fairchild Fact File: A STATISTICAL ANALYSIS OF RETAILING (1985).

Source: U.S. Bureau of the Census
1982 Census of Retail Trade (RC82-1-3)

Specialty Stores (continued)

The National Retail Merchants Association reported that sales of misses' dresses registered median increases of 12.2% in women's wear stores in 1984. Juniors' averaged a gain of 8.8%

Merchandising & Operating Results of Dress Departments
In Specialty Stores With Sales Over $1 Million, 1984
(Median results)

	All Adult Female Apparel (28)*	All Dresses (25)*	Women's Dresses (9)*	Misses' Dresses (18)*	Juniors' Dresses (19)*
Net sales, % change from last year	+ 7.3%	+ 10.2%	+ 4.7%	+12.2%	+ 8.8%
Sales, % to total store	48.9	4.3	2.6	4.8	1.4
Sales, % of adult female apparel	100.0	7.9	5.2	13.9	4.1
$ sales per sq. ft. of selling space (main or largest unit)	$144.0	$101.0	na	$61.0	$103.1
Cumulative markon	51.9%	51.5%	54.4%	51.5%	52.8%
Gross margin, % of net sales including cash discounts	42.9	40.0	43.5	40.0	43.3
Markdowns, % of net sales including employee discounts	26.6	27.5	31.1	28.8	25.9
Number of stock turns (times)	3.3	3.3	3.1	3.4	4.2

* Number in parenthesis is the number of reporting stores in each category.

Source: National Retail Merchants Association
Merchandising & Operating Results of 1984
(1985 Edition).

Department Stores

Department stores accounted for 34.9% of reported women's dress sales in retail outlets in 1982 according to the census of retail trade. Better than six out of every ten department stores reported selling the category with total sales amounting to $2.3 billion.

Department Stores (continued)

Women's Dress Sales in Department Stores, 1982

	Stores Number	Stores %	Amount (Thous. $)	Sales of specified merch. line % of total stores of: Stores selling the line	All Stores
Department stores, total	9,981	100.0%	$99,170,163	--	100.0%
Dresses	6,453	64.6	2,323,246	3.0%	2.3%

Note: Leased departments are not included in the above. Catalog mail order desk sales are included.

East store location is separately counted in the above table. Department stores include both traditional department stores and discount department stores which meet the definition of this store type under the Standard Industrial Classification (SIC) system. Department stores operated by mail order chains and mass merchandisers are also included in the above table.

Source: U.S. Bureau of the Census, 1982 Census of Retail Trade (RC82-1-3)

For details on department store operations, as reported in the 1982 census, see the Fairchild Fact File: A STATISTICAL ANALYSIS OF RETAILING (1985)

Merchandising & Operating Results of Dress Departments In Department Stores With Sales Over $1 Million, 1984
(Median results)

	All Adult Female Apparel (103)*	All Dresses (95)*	Women's Dresses (89)*	Misses Dresses (86)*
Net sales, % change from last year	+ 9.4%	+ 7.7%	+ 5.0%	+ 7.9%
Sales, % to total store	28.7	4.0	0.5	3.1
Sales, % of adult female apparel	100.0	13.9	1.6	11.0
$ sales per sq. ft. of selling space (main or largest unit)	$154.2	$112.0	$ 98.0	$129.5
Cumulative markon, %	51.8%	51.2%	51.3%	51.3%
Gross margin, % of net sales including cash discounts	42.1	38.7	39.3	38.2
Markdowns, % of net sales, including employee discounts	28.2	31.5	29.1	33.2
Number of stock turns (times)	3.6	3.4	3.4	3.3

RETAIL SALES BY TYPE OF OUTLET

Department Stores (continued)

Merchandising & Operating Results of Dress Departments
In Department Stores With Sales Over $1 Million, 1984
(Median results)

	Junior's Dresses (96)*	Bridal Formal (33)*	Utility Dresses Aprons & Uniforms (30)*	Maternity Clothing & Accessories (45)*
Net sales, % change from last year	+ 0.4%	+ 1.1%	+ 0.9%	+ 5.9%
Sales, % to total store	0.8	0.4	1.1	0.2
Sales, % of adult female apparel	2.9			
$ sales per sq. ft. of selling space (main or largest unit)	$112.7	$107.5	$117.2	$94.0
Cumulative markon, %	51.9%	49.8%	52.1%	51.9%
Gross margin, % of net sales, including cash discounts	42.1	35.2	44.3	44.9
Markdowns, % of net sales including employee discounts	28.0	18.1	22.7	21.4
Number of stock turns (times)	4.2	2.0	4.3	2.9

* Number of reporting stores.

Source: National Retail Merchants Association
Merchandising & Operating Results of 1984
(1985 edition)

CONSUMER PRICE INDEXES

For the six months ending June 1986, prices paid for women's dresses averaged 10.1% below the level in the comparable 1985 period on a seasonally adjusted basis. However, prices edged up in July, rising 1.0% above the July 1985 average. With the introduction of new higher priced fall and winter merchandise, the Consumer Price Index for women's dresses in August rose 4.1% over the July level and was up 2% compared with August 1985 prices.

Dress Price Trends: Consumer Price Index for All Urban Consumers (CPI-U)
Annual Averages, 1983-1985

	1985	1984	1983	% Change 1985/84
All items*	318.5	307.6	298.4	+ 3.5%
Women's apparel**	114.6	110.3	107.5	+ 3.9
Dresses*	164.3	159.9	152.9	+ 2.8

Source: U.S. Bureau of Labor Statistics

RETAIL ADVERTISING TRENDS

At the consumer level, dresses are promoted most extensively in the spring months. March, April and May accounted for 34.1% of the total newspaper ad linage run on women's and misses' dresses, and almost 38% of the total on juniors' dresses, according to information compiled by the Advertising Checking Bureau for 1985.

Percent of Year's Total Retailers' Newspapers Ad Linage on Dresses Run Each Month, 1985

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Dresses:													
Women's & misses'	4.8	7.9	12.4	9.3	12.4	7.8	5.7	8.5	9.2	8.1	7.1	6.8	100.0%
Juniors'	4.7	5.0	14.5	13.4	9.5	7.0	6.8	13.8	6.0	6.6	6.6	6.1	100.0%

Source: Newspaper Advertising Bureau Planbook, 1987

CONSUMER BUYING HABITS

MRCA Information Services has compiled information on patterns in purchases of a combined category of women's wear: dresses, suits and skirts. The results are developed through purchase diaries maintained by members of a nationwide sample of 11,500 households, and results were published by the Newspaper Advertising Bureau.

Findings indicate the seasonal pattern in purchases, the distribution of purchases by price paid for dresses and for pantsuits.

Dresses, Suits, Skirts, Average Purchase Rate per 1,000 Households
(Measured in units)

Average Month	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
408.8	305.8	355.6	461.0	492.7	511.1	548.0	432.2	392.4	367.5	340.6	287.2	412.1

Source: MRCA Information Services, 1984
1987 Newspaper Advertising Planbook
Newspaper Advertising Bureau

Percent of Women's Dress & Pantsuit Purchases (Units) By Price, 1984

	Dresses	Pantsuits
Under $25	56.3%	46.3%
$25.00 - $34.99	18.6	24.2
$35.00 - $49.99	13.8	13.5
$50.00 - $74.99	6.8	10.1
$75.00 - $99.99	2.8	2.9
$100.00 - $149.99	1.1	2.6
$150.00 and over	0.4	0.4

Source: Newspaper Advertising Bureau
1987 Newspaper Advertising Planbook

CONSUMER BUYING HABITS

According to a study of 1,500 adult women nationwide, covering dress buying practices and plans by the Gallup Organization for Apparel Merchandising, 76% of the women planned to buy dresses in the next 12 months. The average woman expected to buy four. However, only 25% are buying more dresses now than five years ago: 27% are buying as many; 46% are buying fewer dresses. Dresses for evening and special occasions will be the most sought-after types.

Department stores are the favored outlet type in buying dresses according to this study especially, amoung women 35 and older. Two thirds of the women in this age group who plant to buy dresses in the next 12 months will shop for them in department stores vs. 49% of the women age 18 to 34 years.

The Gallup study indicated that among women planning to buy a dress for business for day wear over half (57%) planned to pay less than $50. Among women planning to buy an evening dress, 67% of those under 35 yers of age and 63% of those age 35 and older expected to pay upwards of $50.

Price Purchasers Expect To Pay for Next Dress

Career/Day Dresses		Age Group		Evening Dresses		Age Group	
	Total	18-34	35+		Total	18-34	35+
Less than $25	10%	5%	15%	Less than $35	12%	14%	10%
$25 - $49.99	47	55	41	$35 - $49.99	17	15	20
$50 - $79.99	27	27	29	$50 - $69.99	24	28	23
$80 - $89.99	4	5	3	$70 - $99.99	17	15	19
$100 or more	8	7	7	$100 or more	22	24	21
Don't know/ no answer	4	1	5	Don't know/ no answer	8	4	7
Total	100%	100%	100%	Total	100%	100%	100%

Number of Dresses Women Planned to Purchase in Next Year

	All Dresses	Career/ Day Dress Purchases
Plan to buy:		
None	22%	
Number of dresses:		
One	12	10%
Two	17	14
Three	11	17
Four	8	15
Five or more	28	41
Don't know/no answer	2	3
Total	100%	100%

Stores Planned to Shop For Next Career/Day Dress

	Total	Age Group 18-34	Age Group 35+
Department stores	58%	49%	67%
Special stores	25	32	18
Mass merchandisers (Sears, Penney, Ward)	10	12	7
Discount stores	6	5	8
All other store types	10	10	10
Don't know/no answer	1	1	2
Total	*	*	*

* Adds to more than 100% due to multiple responses.

Source: The Gallup Organization
Apparel Merchandising, May 1986

SEVENTEEN Magazine's annual spring apparel buying study conducted in May 1985 detailed purchase information of teen girls on their wardrobes. Completed questionnaires were received from 1,243 teenagers and results were then projected to the entire teenage female population.

Based on the actual number of dresses purchased by respondents, a projected number of nearly 43 million dresses valued at $1.7 billion at retail were bought by a total of 11.7 million teenage girls in 1985.

Dress Purchases By Teenage Girls, Spring 1985
(Projected to Total Teenage Market)

	Number Purchasing (000)	Number Purchased (000)	Total Expenditures (000)
Dresses			
School			
Above the knee	4,905	6,379	$221,160
Below knee length	4,430	6,116	210,452
Knee-length	3,341	6,954	247,145
Date			
Above knee-length	4,192	8,680	348,762
Knee-length	3,303	6,410	265,118
Below knee-length	3,066	3,467	134,692
Ankle-length	81	82	3,273
Formal gowns	3,616	3,620	270,704
Jumpers	788	893	20,387
Total girls buying dresses	11,650	42,601	1,721,693

Source: Seventeen Magazine
Spring Apparel Study, 1985

CONSUMER BUYING HABITS

According to the survey, department stores are favored by teen girls for their dress purchases. Over 72% said they usually purchase their dresses in these stores. Boutique/specialty stores followed in popularity with 31.8%. Comparable figures in 1983 were 63.4% and 39.4% respectively.

Usual Place of Purchase For Dresses, 1981, 1983, 1985

	% of repondents		
	1985	1983	1981
Department store	72.1%	63.4%	61.6%
Boutique/specialty store	31.8	39.4	39.7
Discount store	5.0	3.2	4.7
Variety store	3.2	3.2	3.8
Mail order	3.8	4.5	4.4
Other	1.6	4.5	2.8
Total	100.0%	100.0%	100.0%

Source: Seventeen Magazine:
Spring Apparel Studies, 1985, 1983, 1981

Another study by SEVENTEEN Magazine, the 1985 Back-to-School Study, conducted in September 1984 among 1,125 teenage high school and college students, detailed the size of the last dress purchased by respondents, as shown below.

Size of Dress Purchased

Size	Number (000)
Junior	
3	565
5	1,137
7	1,446
9	1,131
11	498
13	233
15 or larger	28
Misses	
4	106
6	394
8	518
10	586
12	501
14	265
16	84
18 or larger	48
No answer	1,003
Total	8,543

Source: Seventeen Magazine:
Back-to-School Study, 1985

SCHEDULE OF ADDITIONAL FACT FILES

COATS, SUITS, RAINWEAR, AND FURS (WOMEN'S, MISSES' AND JUNIORS'): Details number of manufacturers by employment size, cuttings, and value of shipments. Also covered at the industry level are price trends and imports/exports. At the retailer level, data is presented on estimates of retail volume, sales share by outlet, merchandising and operating results, and also focuses on consumer buying habits and plans.

CONSUMER MARKET DEVELOPMENTS: Provides a detailed view of consumers in the U.S., including population by age and income, number of households and living arrangements, school enrollment, educational attainment, the labor force, employment and earnings. Also covers trends in consumer prices, in personal consumption expenditures by product classification, and the outlook for consumer markets based on current economic trends.

DEPARTMENT STORE SALES (Including Selected Major Apparel Specialty Store Sales): Covers sales and the number of stores operated, listed by geographic region and state based on buying headquarter locations. Lists branch store sales where available, as well as plans to open new stores. Sales information on major general merchandise/apparel retail chains, which are listed alphabetically, and a list of department stores with sales of $50 million or more, are included. (1985 Edition available now -- 1986 Edition available in November)

DRESSES & RELATED APPAREL (WOMEN'S, MISSES' AND JUNIORS'): Statistics on the dress and related women's apparel industry, including trends in the number of manufacturers and in production and shipments. Also data on retail sales by outlet type and on consumer buying habits.

FASHION ACCESSORIES (MEN'S AND WOMEN'S): Information on a wide range of fashion accessories including jewelry, watches, gloves, belts, handbags, small leather goods, luggage, neckwear, hats. Includes key information at manufacturer level, as well as sales and consumer data.

FOOTWEAR (MEN'S, WOMEN'S AND CHILDREN'S): A statistical summary of the U.S. footwear industry and footwear markets. Covers domestic production, shipments, and imports. Provides retail sales and merchandising statistics, including sales share by outlet type.

HOME TEXTILES: Information on the industry includes the latest data on number of manufacturers, production and shipments for a wide range of products, including bed linens, towels, blankets and comforters, slip covers, pillows, curtains and draperies. Trends in merchandising, departmental operations and sales by outlet type.

HOSIERY/LEGWEAR (MEN'S, WOMEN'S AND CHILDREN'S): A comprehensive report on these industries at the mill, retailer and consumer levels. Included are details on production and shipments, retail sales by type of outlet and on patterns in consumer spending.

HOUSEHOLD FURNITURE AND BEDDING: Contains U.S. industry-wide data on quantity and value of manufacturers' shipments of furniture and bedding (mattresses and dual-purpose sleep furniture). Retail information includes sales by store type, consumers' furniture style preference, etc.

INFANTS', TODDLERS', GIRLS' AND BOYS' WEAR: Manufacturer data spotlights production, value of shipments, number of manufacturers, employment in the industry by company size, price trends. At the retailer level, data focuses on sales share by type of outlet and on operating ratios in department and specialty stores.

INNER FASHIONS: NIGHTWEAR, DAYWEAR AND LOUNGEWEAR (WOMEN'S, MISSES' & JUNIORS'): Data on production and shipments, tracing market shifts in response to fashion changes, retail trends, sales by outlet type, and merchandising ratios.

MAJOR APPLIANCES AND ELECTRIC HOUSEWARES: Covers a wide range of products in the major appliance and traffic appliance classifications, including equipment, and personal care appliances. Details production and shipments, sales trends, sales by outlet type and retail merchandising results.

MEN'S FURNISHINGS AND WORK WEAR: Includes information on number of manufacturers, production and shipment figures on shirts, underwear, nightwear, neckwear, hats, etc., size of firms, imports and exports. Also provides data at the retail level, including sales and merchandising trends, operating ratios, and sales share by type of outlet.

MEN'S SPORTSWEAR, CASUAL WEAR AND JEANS: The wide variety of men's wear items included in this broad category are covered from available information on the industry at the manufacturer, retailer and consumer level. Included is information on production and shipments, market trends, retail sales by outlet type and consumer buying practices.

MEN'S TAILORED CLOTHING/SEPARATES AND RAINWEAR: Manufacturer level profiled by production value of shipments, employment, size of firms. Data is presented on retail sales, sales share by outlet type and operating ratios. Also data on consumer buying habits.

RETAILING/MERCHANDISING TRENDS: Covers the dramatic changes underway in the operations, of the large retailing organizations, such as the decentralization of operations beyond traditional geographic boundaries and diversification of operations to include store types differing from the primary business. Also covered are developments in brand name merchandising, store labels, designer labels, licensing and off-price retailing.

SALES OF MAJOR CLASSIFICATIONS OF CONSUMER GOODS BY RETAIL OUTLET TYPE: Covers sales of grocery products, drugs, apparel, footwear, sporting goods, home furnishings and other product lines by major type of retail outlet. The sales are detailed, and trends analyzed on market shares held by major outlet types based on the latest complete Census of Retail Trade recently issued by the U.S. Census Bureau.

THE SPORTS/FITNESS/LEISURE MARKETS: Covers developments in the rapidly changing markets for sports and physical-fitness-related merchandise. Contains statistical data on sports equipment, apparel and footwear as well as information on the number of participants in various sports. Also includes findings in a survey on specialized sporting goods retailer operations.

SPORTSWEAR, CASUAL WEAR, SEPARATES AND JEANS (WOMEN'S, MISSES' AND JUNIORS'): A statistical view of this segment of the women's wear industry is provided, including data on production and value of shipments, imports of major categories, sales by type of outlet, price points, seasonal patterns, and consumer buying habits.

A STATISTICAL ANALYSIS OF RETAILING: A detailed statistical summary of retail trade in the U.S. based on findings in the 1982 Census of Retail Trade issued in 1985 by the U.S. Census Bureau. Includes information on the number of outlets by store type, sales, market shares by type of major merchandise classification, sales concentration by size of retail organization, geographical changes, etc. Comparisons (where valid) are made with findings in the last previous census, covering operations in 1977.

THE TEXTILE/APPAREL INDUSTRIES: Industry overview, providing statistics on fibers and fabrics as well as finished goods. Includes information on industry size, concentration of sales by mill/manufacturer size, production and shipments by U.S. mills, as well as exports and imports for end-use markets. Covers capital expenditures and data on mill machinery.

TOILETRIES, COSMETICS, FRAGRANCES AND BEAUTY AIDS: A detailed view of the U.S. industry covering products for both the female and male markets. Includes latest available industry-wide statistics and projections, as well as data on leading manufacturers in various product categories. Consumer expenditures, buying habits and usage of various product types are highlighted, as well as data on sales by outlet type and advertising expenditures by major producers.

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